

Rep Order# 9848234 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/19/2012 8:06 AM
Last Received: 10/18/2012 8:48 PM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1788
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1788
Flight Dates 10/20/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	M	630A-7A	GD MRN CINN@6	:60	\$2,800.00	10/22-10/22	1 P1	1	1	\$2,800.00	
	2	M	7A-730A	CBS THS MRNG-1	:60	\$1,900.00	10/22-10/22	1 P1	1	1	\$1,900.00	
	3	SA	730A-8A	LOCAL12NW-SA 7	:60	\$2,000.00	10/20-10/20	1 P1	1	1	\$2,000.00	

---REPORT TOTALS---

Report Totals: 3 / \$6,700.00

---SALES MONTHLY TOTALS---

Oct 12: 3 / \$6,700.00
Sales Totals: 3 / \$6,700.00
Station Totals: 3 / \$6,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$23,929	CABL	0%	EKRC	3%	UNKN	0%	WBQC	0%	WCPO	31%
		WKRC	28%	WLWT	22%	WSTR	0%	WXIX	16%		

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Books null
Demos RA35+

ORDER

Orders

Order / Rev:	67173
Alt Order #:	09848234
Product Desc:	PRIORITIES USA ACTIO
Estimate:	1788
Flight Dates:	10/20/12 - 10/22/12
Original Date / Rev:	10/19/12 / 10/19/12
Order Type:	GENERAL

Local 12 WKRC-TV

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency

Name: _____
Buying Contact: _____
Billing Contact: _____

 1322 G Street, SE

 Washington, DC 20003

Mundy Katowitz Media

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Priorities USA Action
Demographic:	A35+
Product Codes:	Issues/Propositions
Priority:	P-1
Revenue Codes:	AGY, POL-ISS, GEN

Priorities USA Action

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	3	\$6,700.00	\$5,695.00
Totals		3	\$6,700.00	\$5,695.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC				
			Start Of Order - End Of Order	100%

Order Share

Local 12 WKRC-TV	28%	\$6,700.00
Market	100%	\$23,928.57

Competitive Share

EKRC	3%	\$717.86
UNKWN	0%	\$0.00
WCPO	31%	\$7,417.86
WLWT	22%	\$5,264.29
WSTR	0%	\$0.00
WXIX	16%	\$3,828.57

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	10/22/12	10/22/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M-----	1:00	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
GD MRN CINN@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	M-----	1	\$2,800.00	0.00								
E 2	WKRC	10/22/12	10/22/12	CBS This Morning CBS Morning News	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	M-----	1:00	1	\$1,900.00	P-1	0.00	NM	1	\$1,900.00
CBS THS MRNG-1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	M-----	1	\$1,900.00	0.00								
E 3	WKRC	10/20/12	10/20/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	SaCM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-----S-	1:00	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
LOCAL 12NW/SA 7															

LOCAL12NW-SA 7

